

### Abstract of the Disclosure

The invention relates to a method of analyzing user behavior in computer networks for optimizing the web presence, which can be used, in particular to obtain qualified and future-oriented data concerning user behavior in the Internet and the Intranet, in order to be able to have an influence on one's own Internet presence as a means for planning production and sales.

The method makes a closed-loop control circuit available, which consists of an actual state analysis, the specification of target functions, the constant observation of user behavior, a comparison of the actual with the scheduled, a trend calculation and the optimization of content and structure of the web presence.

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